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FOR IMMEDIATE RELEASE:

## **KITCHENAID® PARTNERS WITH FOOD & WINE CLASSIC TO CELEBRATE 30<sup>TH</sup> ANNIVERSARY OF CLASSIC**

ASPEN, Colo. (June 15, 2012) - KitchenAid, the brand that makes virtually everything for the kitchen, will return as a major sponsor of the FOOD & WINE Classic in Aspen, joining celebrity chefs along with thousands of food and wine enthusiasts to celebrate the 30<sup>th</sup> anniversary of the nation's premier culinary event.

"Like our iconic KitchenAid stand mixer that home and professional cooks have relied on for almost a century, the Classic is likely to be on the wish list for anyone passionate about food and cooking," notes Beth Robinson, senior manager of brand experience for KitchenAid. "We're looking forward to celebrating this milestone and sharing our latest collection of high-performance appliances with an audience of enthusiastic cooks."

As in past years, attendees will have the opportunity to bid on KitchenAid stand mixers signed by celebrity chefs at live Cook for the Cure® auctions held during cooking demonstrations throughout the three-day event.

Cook for the Cure, a partnership between KitchenAid and Susan G. Komen for the Cure®, was created to give those with a passion for cooking a way to support the cause. Now in its eleventh year, this partnership has raised over \$8 million to help find the cures for breast cancer. KitchenAid has committed to a minimum of \$450,000 in donations to Susan G. Komen in 2012, supported in part through celebrity chef auctions and grass roots efforts that encourage cooks to get friends and family involved.

KitchenAid has also partnered with the FOOD & WINE Classic to sponsor a mobile application that will help attendees make the most of their experience at the event. The free application will include the weekend's program, maps for easy navigation to the events, biographies of chefs and speakers, and recipes from the event. Those using the app will be able to create a customized event schedule and use their phones to take notes at tastings and demonstrations. The app will also feature a tab with a 3D rendering of a KitchenAid kitchen with clickable appliances, offering details on specific products.

Additionally, KitchenAid will help bring chefs from the event to a wider audience with its sponsorship of *Food & Wine's* "Kitchen Insider" on the magazine's Facebook page in early June. These live chats will feature a chef from the Classic, allowing fans to ask questions and get answers in real time.

"Beyond offering cooks with appliances they love to use, we're excited to provide engaging content that we hope will further inspire home cooks," notes Robinson.

**About KitchenAid:** Since the introduction of its legendary stand mixer in 1919 and first dishwasher in 1949, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. Today, the KitchenAid brand offers virtually every essential for the well-equipped kitchen with a collection that includes everything from countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars. In connection with the Cook for the Cure® program, KitchenAid will donate a minimum of \$450,000 to Susan G. Komen for the Cure® in 2012. Now in its eleventh year, this partnership has raised over \$8 million to help find a cure for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand\*, visit [www.KitchenAid.com](http://www.KitchenAid.com) or join us at <http://facebook.com/KitchenAid> and <http://twitter.com/KitchenAidUSA>.

\* Based on a 2012 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals.

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